



Rep Order# 6809444 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 168774 Printed: 08/09/2012 9:24 AM  
Last Received: 08/09/2012 9:07 AM

Showing Buylines: All Rep Revised Lines  
EST SHARES BASED ON ALL 8 SCHEDULES

2 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) NRSC  
Product NRSC 2012  
Estimate#

Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SVCS  
3299 K STREET NW SUITE #200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 09/12/2012 - 09/18/2012  
Hiatus Weeks

Salesperson NEIL WILLIAMS  
Phone#  
Fax#

Rep Firm PHILADELPHIA  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

—COMPETITIVE COMMENTS—

NEW ORDER

EST SHARES BASED ON ALL 8 SCHEDULES

Books NOV12  
Demos RA35+

—CREDIT RISK—  
CASH IN ADVANCE

Rep Order# 5809444 Ver# 2 Status Returned Traffic Order# 168774

Printed: 05/31/2012 2:52 PM  
EC'd Yes Last Received: 04/12/2012 12:20 PM

Showing Buylines: Last Sta Revised Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) NRSC  
Product N R S C 2012  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SVCS  
3299 K STREET NW SUITE #200  
WASHINGTON, DC 20007  
Agency C/P/U/P2/E  
Flight Dates 09/12/2012 - 09/18/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

-- CONTRACT COMMENT --

SC=\*

-- REMARKS --

SEE LINES 11 AND 12. NOW THAT NFL SCHEDULE IS OUT, THERE IS NO GAME 11AM 9/16 LINE 11. USE MONEY FROM THAT PREEMPT TO GET LINE 12 ON CARD AT RATE THAT WILL CLEAR - \$2,000 EACH DALLAS GAME 2P 9/16.

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	---	---	---	---	---	---	---	---	---	---	---
*11			09/16-09/16	1	\$1,200.00	:30	1	SU	11A-2P	1	\$1,200.00

Buyline Comment: FOX NFL  
Station Remark: V2 NO 11A NFL GM ON FOX 9/16. USE \$ TO GET LINE 12 ON CARD FOR DALLAS GAME AIRING 2P 9/16. SEE LINE 12

\*12

Buyline Comment: FOX NFL GAME 2  
09/16-09/16 1 \$2,800.00 :30 2 SU 215P-530P 2 \$1,400.00

Station Remark: V2 NA 2X AT \$1400 9/16. THIS HAS BEEN ASSIGEND AS A DALLAS GAME RATE NEEDED: \$2000 EACH. USE \$200 LINE 11 P

\*12

Buyline Comment: FOX NFL GAME 2  
09/16-09/16 1 \$2,800.00 :30 2 SU 215P-530P 2 \$1,400.00

--REPORT TOTALS--  
Report Totals: 3 / \$4,000.00

--SALES MONTHLY TOTALS--

Sep 12: 21 / \$7,950.00  
Sales Totals: 21 / \$7,950.00  
Station Totals: 21 / \$7,950.00  
Lines not sent/rclld/rtrn: 0 / \$0.00

--COMPETITORS--

Market Totals

\$113,571

CABL

0%

KASA

7%

RASY

0%

KLUZ

0%

KOAT

35%

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FC'd Yes

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2 of 2

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Advertiser ( ) NRSC  
Product NRSC 2012  
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Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

KOB 2.6% KRQE 3.2% KWBO 0%

—COMPETITIVE COMMENTS—

NEW ORDER  
EST SHARES BASED ON ALL 8 SCHEDULES

Books NOV12  
Demos RA35+

— CREDIT RISK —  
CASH IN ADVANCE

# Spot Manager: All, 09/12/12-09/18/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
<b>Station: KASA</b>									
<b>Advertiser: POL/NRSC</b>									
<b>Agency: Strategic Media Services</b>									
<b>Line: 1</b>									
<b>Time Period: 8a-9a</b>									
168774 06809444			09/14/12	:30 P4		8:09:07 AM NRSC 2012			\$35.00
168774 06809444			09/12/12	:30 P4		8:20:39 AM NRSC 2012			\$35.00
168774 06809444			09/13/12	:30 P4		8:42:43 AM NRSC 2012			\$35.00
									<b>\$105.00</b>
									<b>\$105.00</b>
<b>Line: 2</b>									
<b>Time Period: 8a-9a</b>									
168774 06809444			09/18/12	:30 P4		8:57:55 AM NRSC 2012			\$35.00
168774 06809444			09/17/12	:30 P4		8:09:07 AM NRSC 2012			\$35.00
									<b>\$70.00</b>
									<b>\$70.00</b>
<b>Line: 3</b>									
<b>Time Period: 5p-530p</b>									
168774 06809444			09/17/12	:30 P4		5:22:54 PM NRSC 2012			\$125.00
168774 06809444			09/18/12	:30 P4		5:14:26 PM NRSC 2012			\$125.00
									<b>\$250.00</b>
									<b>\$250.00</b>
<b>Line: 4</b>									
<b>Time Period: 5p-530p</b>									
168774 06809444			09/12/12	:30 P4		5:07:03 PM NRSC 2012			\$125.00
168774 06809444			09/14/12	:30 P4		5:06:28 PM NRSC 2012			\$125.00
168774 06809444			09/13/12	:30 P4		5:22:54 PM NRSC 2012			\$125.00
									<b>\$375.00</b>
									<b>\$375.00</b>
<b>Line: 5</b>									
<b>Time Period: 9p-930p</b>									
168774 06809444			09/12/12	:30 P4		9:08:11 PM NRSC 2012			\$500.00
168774 06809444			09/14/12	:30 P4		9:16:12 PM NRSC 2012			\$500.00
									<b>\$1,000.00</b>
									<b>\$1,000.00</b>
<b>Line: 6</b>									
<b>Time Period: 9p-930p</b>									
168774 06809444			09/18/12	:30 P4		9:16:12 PM NRSC 2012			\$500.00
									<b>\$500.00</b>
									<b>\$500.00</b>
<b>Line: 7</b>									
<b>Time Period: 930p-10p</b>									
168774 06809444			09/13/12	:30 P4		9:46:12 PM NRSC 2012			\$400.00
									<b>\$400.00</b>
									<b>\$400.00</b>
<b>Line: 8</b>									
<b>Time Period: 930p-10p</b>									
168774 06809444			09/17/12	:30 P4		9:46:27 PM NRSC 2012			\$400.00
									<b>\$400.00</b>
									<b>\$400.00</b>
<b>Line: 9</b>									
<b>Time Period: 9p-930p</b>									
168774 06809444			09/15/12	:30 P4		9:16:35 PM NRSC 2012			\$350.00
									<b>\$350.00</b>
									<b>\$350.00</b>
<b>Line: 10</b>									
<b>Time Period: 8a-9a</b>									

[Sorted by: Line]

# Spot Manager: All, 09/12/12-09/18/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
<b>Station: KASA</b>									
Advertiser: POL/NRSC									
Agency: Strategic Media Services									
Line: 10									
Time Period: 8a-9a									
168774	06809444		09/16/12	:30	P4	8:59:05 AM	NRSC 2012		\$150.00
									\$150.00
									\$150.00
Line: 12									
Time Period: (2:15:00 PM-5:30:00 PM)									
168774	06809444		09/16/12	:30	P4		NRSC 2012		\$2,000.00
168774	06809444		09/16/12	:30	P4		NRSC 2012		\$2,000.00
									\$4,000.00
									\$4,000.00
Line: 13									
Time Period: 930p-10p									
168774	06809444		09/16/12	:30	P4	9:37:11 PM	NRSC 2012		\$350.00
									\$350.00
									\$7,950.00
									\$7,950.00
									\$7,950.00
									\$7,950.00

[Sorted by: Line]

## ORDER



KASA

Orders	Order / Rev:	168774	Primary AE:	Petry Philadelphia
	Alt Order #:	06809444	Sales Office:	P-PHI
	Product Desc:	NRSC 2012	Sales Region:	Nat
	Estimate:			
	Flight Dates:	09/12/12 - 09/18/12		
	Original Date / Rev:	04/13/12 / 04/13/12		
	Order Type:	REG		
Agency	Name:	Strategic Media Services	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		3299 K Street NW	Agency Commission:	15%
		Washington, DC 20007		
Advertiser	Name:	POL/NRSC	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PL2	Advertiser External ID:	IN11305
	Priority:	P4	Agency External ID:	IN13871/SP2622/AL1146
	Revenue Codes:	AGY, POL, POL-ISS		

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/18/12	21	\$7,950.00	\$6,757.50		September 2012	21	\$7,950.00	\$6,757.50	0.00
					Totals		21	\$7,950.00	\$6,757.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
KASA	7%	\$7,950.00
Market	100%	\$113,571.43

Competitive Share	Share	Total
CABLE	0%	\$0.00
KASY	0%	\$0.00
KBIM	0%	\$0.00
KLUZ	0%	\$0.00
KOAT	35%	\$39,750.00
KOB	0%	\$0.00
KOBF	26%	\$29,528.57
KOBR	0%	\$0.00
KREZ	0%	\$0.00
KROE	32%	\$36,342.86
KWBO	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KASA	09/12/12	09/14/12	M-F 8-9a M-F 8-9a	CM	8a-9a	--WTF--	:30	3	\$35.00	P4	0.00	NM	3	\$105.00
<b>NM STYLE</b>															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/10/12	09/16/12	--WTF--		3				\$35.00		0.00			
E 2	KASA	09/17/12	09/18/12		CM	8a-9a	MT-----	:30	2	\$35.00	P4	0.00	NM	2	\$70.00

Order / Rev: 168774  
Alt Order #: 06809444  
Flight Dates: 09/12/12 - 09/18/12

Advertiser: POL/NRSC  
Product Desc: NRSC 2012  
Estimate:

KASA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 8-9a										
				M-F 8-9a										
				NM STYLE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	MT-----		2		\$35.00		0.00				
E 3	KASA	09/17/12	09/18/12	M-F 5-530p	CM	5p-530p		MT-----	:30	2	\$125.00P4	0.00	NM	2 \$250.00
				M-F 5-530p										
				EXTRA										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	MT-----		2		\$125.00		0.00				
E 4	KASA	09/12/12	09/14/12	M-F 5-530p	CM	5p-530p		--WTF--	:30	3	\$125.00P4	0.00	NM	3 \$375.00
				M-F 5-530p										
				EXTRA										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--WTF--		3		\$125.00		0.00				
E 5	KASA	09/12/12	09/14/12	M-F News 13 on FOX 9pCM	9p-930p			--W-F--	:30	2	\$500.00P4	0.00	NM	2 \$1,000.00
				M-F News 13 on FOX 9-930p										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--W-F--		2		\$500.00		0.00				
E 6	KASA	09/18/12	09/18/12	M-F News 13 on FOX 9pCM	9p-930p			-T-----	:30	1	\$500.00P4	0.00	NM	1 \$500.00
				M-F News 13 on FOX 9-930p										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-T-----		1		\$500.00		0.00				
E 7	KASA	09/13/12	09/13/12	M-F News 13 on FOX 930CM	930p-10p			---T---	:30	1	\$400.00P4	0.00	NM	1 \$400.00
				M-F News 13 on FOX 930-10p										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	---T---		1		\$400.00		0.00				
E 8	KASA	09/17/12	09/17/12	M-F News 13 on FOX 930CM	930p-10p			M-----	:30	1	\$400.00P4	0.00	NM	1 \$400.00
				M-F News 13 on FOX 930-10p										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	M-----		1		\$400.00		0.00				
E 9	KASA	09/15/12	09/15/12	Sa News 13 on FOX 9-93M	9p-930p			-----S-	:30	1	\$350.00P4	0.00	NM	1 \$350.00
				Sa News 13 on FOX 9-930p										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S-		1		\$350.00		0.00				
E 10	KASA	09/16/12	09/16/12	FOX News Sunday	CM	8a-9a		-----S	:30	1	\$150.00P4	0.00	NM	1 \$150.00
				Su 8-9a Fox News Sunday										
				FOX NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		1		\$150.00		0.00				
E 11	KASA	09/16/12	09/16/12	NFL Reg Season Early GM	11a-230p			-----S	:30	1	\$1,200.00P4	0.00	NM	1 \$1,200.00
				NFL Reg Season Early GM (11:00 AM-2:00 PM)										
				FOX NFL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		1		\$1,200.00		0.00				
E 12	KASA	09/16/12	09/16/12	NFL Reg Season Late GM	2p-6p			-----S	:30	2	\$1,400.00P4	0.00	NM	2 \$2,800.00
				NFL Reg Season Late GM (2:15 PM-5:30 PM)										
				FOX NFL GAME 2										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		2		\$1,400.00		0.00				
E 13	KASA	09/16/12	09/16/12	Su News 13 on FOX 930GM	930p-10p			-----S	:30	1	\$350.00P4	0.00	NM	1 \$350.00
				Su News 13 on FOX 930-10p										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		1		\$350.00		0.00				

Totals

21

\$7,950.00

Rep Order# 6809444 Ver# 1 Status New  
ECD Yes

Printed: 04/12/2012 12:19 PM  
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1 of 3

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Product N R S C 2012

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Salesperson ( ) AMY MCCREARY

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Salesperson FAX# 215-568-1845

Jung  
4/12/12

-- CONTRACT COMMENT --  
SC=\*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate	
1			09/12-09/14	1	\$105.00	:30	3	W-F	8A-9A	3	\$35.00 4	
2		Buyline Comment: NM STYLE										
3		Buyline Comment: NM STYLE	09/17-09/18	1	\$70.00	:30	2	M-TU	8A-9A	2	\$35.00 4	
4		Buyline Comment: EXTRA	09/17-09/18	1	\$250.00	:30	2	M-TU	5P-530P	2	\$125.00 4	
5		Buyline Comment: EXTRA	09/12-09/14	1	\$375.00	:30	3	W-F	5P-530P	3	\$125.00 4	
6		Buyline Comment: NEWS	09/12-09/14	1	\$1,000.00	:30	2	W,F	9P-930P	2	\$500.00 4	
7		Buyline Comment: NEWS	09/18-09/18	1	\$500.00	:30	1	TU	9P-930P	1	\$500.00 4	
8		Buyline Comment: NEWS	09/13-09/13	1	\$400.00	:30	1	TH	930P-10P	1	\$400.00 4	
9		Buyline Comment: NEWS	09/17-09/17	1	\$400.00	:30	1	M	930P-10P	1	\$400.00 4	
10		Buyline Comment: NEWS	09/15-09/15	1	\$350.00	L	:30	1	SA	9P-930P	1	\$350.00 4
		Buyline Comment: FOX NEWS	09/16-09/16	1	\$150.00	:30	1	SU	8A-9A	1	\$150.00 4	

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EC'd Yes

Traffic Order#

Printed: 04/12/2012 12:19 PM  
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Showing Buylines: All Lines

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Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
11		Buyline Comment: FOX NFL	09/16-09/16	1	\$1,200.00	:30	1	SU	11A-2P	1	\$1,200.00 4
12		Buyline Comment: FOX NFL GAME 2	09/16-09/16	1	\$2,800.00	:30	2	SU	215P-530P	2	\$1,400.00 4
13		Buyline Comment: NEWS	09/16-09/16	1	\$350.00	:30	1	SU	930P-10P	1	\$350.00 4

#### --REPORT TOTALS--

Report Totals: 21 / \$7,950.00

#### --SALES MONTHLY TOTALS--

Sep 12: 21 / \$7,950.00

Sales Totals: 21 / \$7,950.00

Station Totals: 21 / \$7,950.00

Lines not sent/rclnd/rtrn: 0 / \$0.00

#### --COMPETITIVE--

Market Totals \$113,571

KOBI	0%	KASA	7%	KASY	0%	KLUZ	0%	KOAT	35%
KRQE	26%	KRQE	32%	KWBO	0%	KLUZ	0%	KOAT	35%

#### --COMPETITIVE COMMENTS--

NEW ORDER

EST SHARES BASED ON ALL 8 SCHEDULES

Books NOV12  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

Rep Order#	6809444	Ver#	1	Status	New	Traffic Order#
EC'd	Yes					
Station	KASA-TV ALBUQUERQUE, NM.					
Advertiser	( ) NRSC					
Product	NRSC 2012					
Estimate#						
Buyer	NEIL WILLIAMS					
Phone#						
Fax#						

Printed: 04/12/2012 12:19 PM  
 Last Received: 04/12/2012 8:28 AM  
 Showing Buylines: All Lines

Agency	( ) STRATEGIC MEDIA SVCS 3209 K STREET NW SUITE #200 WASHINGTON, DC 20007	Rep Firm	
Agency	C/P1/P2/E	Sales Office	( ) PHILADELPHIA
Flight Dates	09/12/2012 - 09/18/2012	Salesperson	( ) AMY MCCREARY
Hiatus Weeks		Salesperson Phone#	215-568-6540
		Salesperson FAX#	215-568-1845

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Nel Williams

do hereby request station time concerning the following issue:

National Republican Senatorial Committee  
(NRSC)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
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This broadcast time will be used by: NRSC

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NRSC
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and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**



Date

702-337-5700

Contact Phone Number

Signature

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

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Signature

Printed Name

Title